TIME PERIOD: 1990(.16 F.E.T. INCREASE)

		FM 85'S	FM 100'S	PV 85'S	PV 100'S	25'S PV 85'S	25'S PV 100'S
MFG. LIST PRICE(PER 1000)		$57.90	$59.40	$46.00	$47.25	$48.92	$50.12
LESS TERM DISC.		$1.88	$1.93	$1.15	$1.18	$1.22	$1.25
LESS IDP	0.00%						
COST TO DISTRIBUTOR		$56.02	$57.47	$44.85	$46.07	$47.70	$48.87
ADD AVG. S.E.T.	$11.89	$67.90	$69.35	$56.74	$57.95	$59.58	$60.75
DIST. MARK-UP	5.00%	$3.40	$3.47	$2.84	$2.90	$2.98	$3.04
COST TO RETAILER		$71.30	$72.82	$59.57	$60.85	$62.56	$63.79
RETAIL MARK-UP		$87.88	$89.75	$78.93	$80.63	$82.89	$84.52
ADD SALES TAX	5.19%	$4.56	$4.66	$4.10	$4.18	$4.30	$4.39
COST PER 1000		$92.44	$94.41	$83.03	$84.81	$87.20	$88.91
	WEIGHT						
COST PER PACK	50.00%	$1.97	$2.02	$1.65	$1.69	$1.74	$1.77
COST PER CARTON	50.00%	$17.24	$17.61	$14.46	$14.77	$15.19	$15.49
PROJECTED CATEGORY SHARE		49.02%	32.96%	7.35%	10.05%	0.19%	0.43%

18.0%

INPUT VARIABLES:	FM	PV	DESCRIPTION
DISCOUNT	3.25%	2.50%	TERM DISCOUNT
IDP	0.00%		
AVG S.E.T	$0.2377		SALES EXCISE TAX(WEIGHTED)
DIST M.U.	5.00%		DISTRIBUTOR MARK-UP
CRT. M.U.	14.50%	21.00%	RETAIL CARTON MARK-UP
PK M.U.	32.00%	44.00%	RETAIL PACK MARK-UP
CARTON%	50.00%		% OF CARTON VOLUME
PACK%	50.00%		% OF PACK VOLUME
SALES TAX	5.19%		WEIGHTED STATE TAX
COUPON	$0.0271		PER PACK

ENTER MFG. LIST PRICE ABOVE

PRICE		AVG PERIOD
COST PER 1000	$90.25	26.58
COST PER PACK	$1.93	
COST PER CARTON	$16.90	
%DIFF VS. YEAR AGO		
COST PER 1000		
COST PER PACK		
COST PER CARTON		

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Source: https://www.industrydocuments.ucsf.edu/docs/fsfj0004